

CANADA'S NATIONAL MAGAZINE

MACLEAN'S

January 15, 1948

Ten Cents



**HOCKEY'S BEST
DEFENSEMAN**

Page 19



All over Canada the word for style is Studebaker

ANNOUNCING
New 1948 Studebakers

TMI's first letter than most of us online. It's just a little more than eighteen months since you first read the thrilling Studebaker announcement, "Your postwar dream car is here and in production!"

Now, the 1945 version of that device can be arrived

New 1948 Studebakers, including glassless new Champion and Commander convertibles, are swinging upon the scene at dealers' showrooms.

They're rarer than fresh 1948 interpretations of the "new look."

In case that's a Studebaker style mark, They're the dramatic increase in over a year and a half of the most sensational new-car success in motoring history.

Riding low, wide and handsome straight into the heart of discriminating Canada, Studebaker styling has established the design pattern for all truly modern cars.

See these latest Studebaker achievements at your first opportunity. They're superb 1948 examples of the new kind of engineering in which Studebaker is internationally and so increasingly leader.





Work Refreshed...Have a Coke

Refreshment with ice-cold Coca-Cola any time is pleasant. At work, it's important. It helps you work refreshed. In offices and workshops,

management and employees agree *the pause that refreshes* with ice-cold Coke is something to be enjoyed, and a gain for better work.



Ask for it either way...both trade-marks mean the same thing.

COCA-COLA LTD.